

Sales Call Evaluation Form

Evaluator Details

- Name of Evaluator: _____
- Position: _____
- Evaluation Date: _____

Sales Representative Details

- Name of Sales Representative: _____
- Employee ID: _____
- Contact Number: _____

Call Details

- Date of Call: _____
- Call Duration: _____
- Customer Name: _____
- Purpose of Call: _____

Evaluation Metrics

Category	Criteria	Score (1-5)	Comments
Opening	Clear introduction		
Communication Skills	Clarity and professionalism		
Product Knowledge	Demonstrated expertise		

Addressing Customer Needs	Focused on understanding customer needs		
Closing	Effective and confident closing		

Overall Performance Rating

Rating (1-5): _____

Comments:

Approval

Evaluator's Signature: _____

Date: _____